



# USDA Weekly Retail Turkey Feature Activity

Fri. Jul 21, 2006

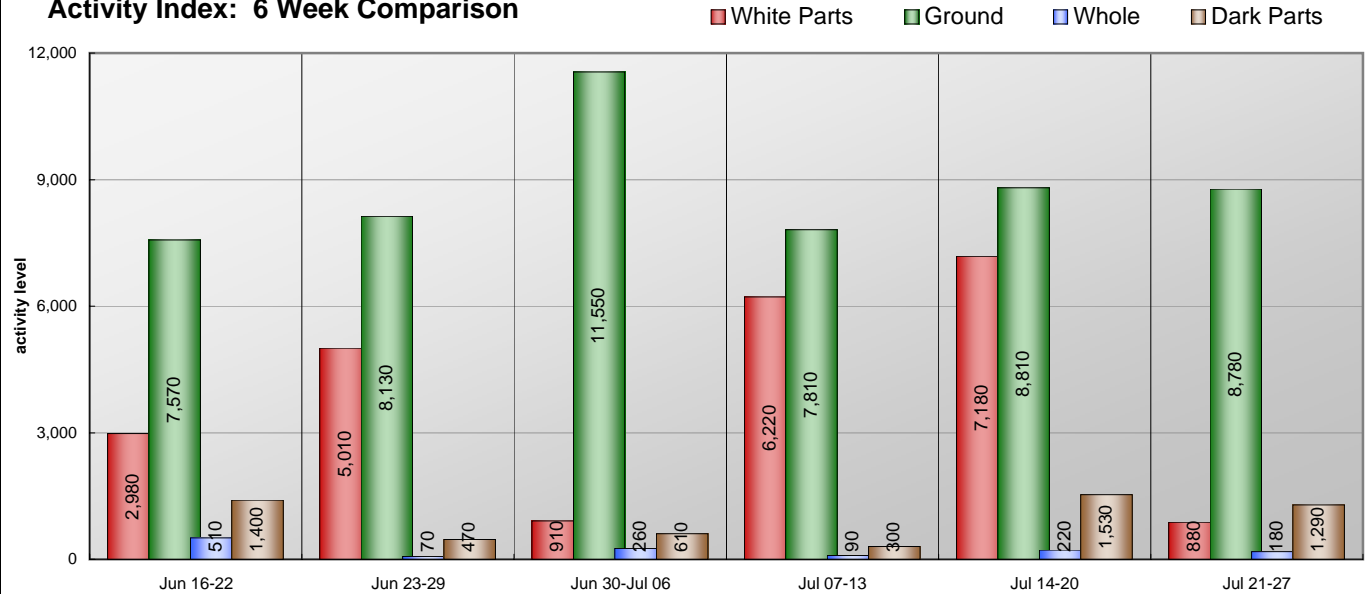
## Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/21 thru 07/27.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

### NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
<b>Feature Rate 1/</b>	<b>43.4% of 17,000 outlets</b>		<b>52.4% of 17,000 outlets</b>	
<b>Special Rate 4/</b>	<b>7.2%</b>		<b>4.4%</b>	
<b>Activity Index 2/</b>	<b>11,130</b>		<b>17,740</b>	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>				
Fresh - Hens			20	0.99
" - Toms				
Frozen - Hens	150	1.27	150	1.30
" - Toms	30	0.92	50	1.11
<b>PARTS:</b>				
<b>Breast:</b>				
<b>Bone-in, whole</b>				
Fresh			1,080	2.10
Frozen	520	1.82	1,510	1.64
<b>Hotel Style</b>				
Fresh				
Frozen				
<b>Split, bone-in</b>				
Fresh			440	2.29
Rotisserie	50	5.89	1,700	7.98
<b>Boneless, whole</b>				
			200	3.19
Cutlets	40	3.99	890	4.37
Strips			420	4.47
Tenders	270	5.87	940	3.97
<b>Drumsticks</b>				
	470	1.34	750	1.24
<b>Thighs</b>				
	240	1.69		
<b>Wings</b>				
	330	1.21	750	1.24
<b>Necks</b>				
	170	1.29		
<b>Smoked Drumsticks</b>				
	50	1.19	30	1.31
<b>Smoked Wings</b>				
	30	1.39		
<b>Smoked Necks</b>				
<b>GROUND TURKEY:</b>				
<b>Patties</b>	<b>8,780</b>	<b>2.54</b>	<b>8,810</b>	<b>2.49</b>
Patties	1,820	2.59	400	2.53
Sausage	2,230	2.50	1,780	2.55
85% lean	1,370	1.85	1,240	1.58
93% lean	2,200	2.45	3,610	2.18
Breast	1,160	3.54	1,780	3.68

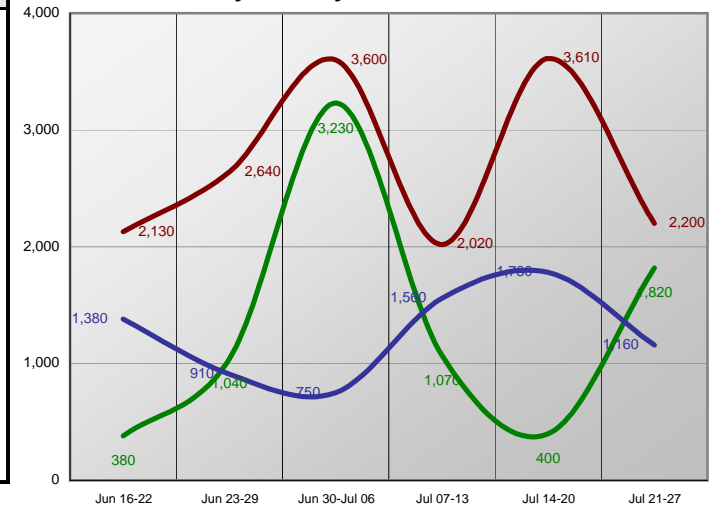
### Activity Index: 6 Week Comparison



### Turkey Featuring - 07/21 thru 07/27

Turkey activity at retail outlets falls sharply following two weeks of rising volume. Whole-body numbers generally held steady from last week. Overall white parts movement is lower and limited to whole breast, cutlets, and tenders. Dark meat cuts are centered on drums and thighs. Ground products continue to carry the weight of ads at unchanged volume and slightly higher values. Promotions are up this week with the focus on ground 85 and 93 percent products. The western region of the country leads the way on promotions with almost three-quarters of stores showing turkey items.

### Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	32.8% of 7,900 sampled outlets 6.2% of stores w/ no-price promotions Activity Index = 5,030			39.1% of 5,200 sampled outlets 7.9% of stores w/ no-price promotions Activity Index = 2,210			70.6% of 3,900 sampled outlets 8.4% of stores w/ no-price promotions Activity Index = 3,890		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens				1.39	100	1.39	0.79 - 1.19	50	1.04
" - Toms							0.79 - 1.09	30	0.92
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.69 - 1.99	500	1.85	0.99 - 1.69	20	1.22			
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie				4.99 - 5.99	30	5.16	6.99	20	6.99
Boneless, whole									
Cutlets	3.99	40	3.99						
Strips									
Tenders	3.99 - 6.99	260	5.91				4.99	10	4.99
Drumsticks	1.09 - 1.29	230	1.16	1.29	100	1.29	1.69	140	1.69
Thighs				1.69	100	1.69	1.69	140	1.69
Wings	1.09 - 1.49	230	1.18	1.29	100	1.29			
Necks	1.29	70	1.29	1.29	100	1.29			
Smoked Drumsticks	1.19	50	1.19						
Smoked Wings	1.39	30	1.39						
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	2.19 - 3.49	900	2.86	1.55 - 2.50	350	2.05	2.50	570	2.50
Sausage	1.68 - 3.00	910	2.54	2.00 - 2.65	320	2.25	2.40 - 3.45	1,000	2.54
85% lean	1.49 - 2.49	190	1.72	1.50 - 2.09	480	1.67	1.69 - 2.09	700	2.00
93% lean	1.49 - 2.50	1,050	1.94	1.95 - 3.99	430	2.40	2.40 - 3.99	720	3.23
Breast	1.60 - 4.99	570	3.17	2.99 - 3.69	80	3.22	3.99 - 4.99	510	4.02

Note: See page 1 for explanatory notes.